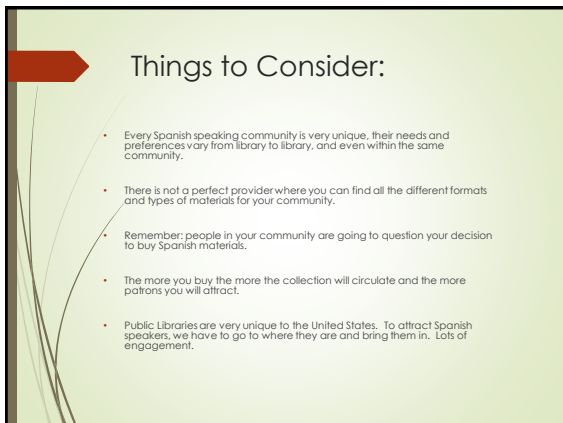




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What Fiction books to buy?

Classic Literature

- Don Quijote de la Mancha by Miguel de Cervantes
- El Cantar de Mio Cid
- Works of Gustavo Adolfo Becquer
- Books by Sor Juana Inés de la Cruz

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What Fiction books to buy?

Fiction- Contemporary Classics

- | | |
|--------------------------|-----------------------|
| ■ Gabriel García Márquez | ■ Mario Benedetti |
| ■ Isabel Allende | ■ Ernesto Sábato |
| ■ Mario Vargas Llosa | ■ Reinaldo Arenas |
| ■ Jorge Luis Borges | ■ Gabriela Mistral |
| ■ Octavio Paz | ■ Horacio Quiroga |
| ■ Pablo Neruda | ■ César Vallejo |
| ■ Julio Cortázar | ■ Rubén Darío |
| ■ Carlos Fuentes | ■ José Martí |
| ■ Benito Pérez Galdós | ■ Juan Rulfo |
| ■ Federico García Lorca | ■ Manuel Puig |
| ■ Rómulo Gallegos | ■ Benito Pérez Galdós |

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What Fiction books to buy?

Other Relevant Fiction Authors

- | | | |
|---------------------------|--------------------------|--------------------------|
| ■ César Aira | ■ Francisco Martín | ■ Hernán Rivera Letelier |
| ■ Fernando Aramburu | ■ Angélica Mastretta | ■ Santiago Roncagliolo |
| ■ Jaime Bayly | ■ Megan Maxwell | ■ Carlos Ruiz Zafón |
| ■ J.J. Benítez | ■ Fernando Melchor | ■ Eduardo Sacheri |
| ■ Roberto Bolaño | ■ Fernando Molano Vargas | ■ Juan José Saer |
| ■ Gustavo Bolívar | ■ Rosa Montero | ■ Samantha Schweblin |
| ■ Alicia Giménez Bartlett | ■ Javier Marías | ■ Guillermo Samperio |
| ■ Juan Castillo | ■ Julia Navarro | ■ Sofía Segovia |
| ■ Javier Cercas | ■ Andrés Neuman | ■ Marcela Serrano |
| ■ María Dueñas | ■ William Ospina | ■ Jordi Sierra Fábra |
| ■ Laura Esquivel | ■ Leonardo Padura | ■ Tamara Tenenbaum |
| ■ Italo Calvino | ■ Fernando del Paso | ■ Paco Ignacio Taibo II |
| ■ Nora Fernández | ■ Edmundo Paz Soldán | ■ Zoé Valdés |
| ■ Alberto Fuguet | ■ Alberto Pérez-Reverte | ■ Juan Gabriel Vásquez |
| ■ Santiago Gamboa | ■ Elena Poniatowska | ■ Enrique Vila-Matas |
| ■ Juan Gómez Jurado | ■ Ricardo Piglia | ■ Juan Villoro |
| ■ Almudena Grandes | ■ Claudia Piñeiro | ■ Alejandra Zambra |
| ■ Antonio Hurtado | ■ Santiago Posteguillo | |
| ■ Juan Gómez Jurado | ■ Laura Restrepo | |
| ■ Javier Marías | | |

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What Fiction books to buy?

Translated Fiction

- John Grisham
- Stephenie Meyer
- Camilla Läckberg
- Agatha Christie
- Danielle Steel
- Stephen King
- James Patterson
- Junot Díaz
- John Katzenbach
- Jo Nesbo
- Sarah Lark
- Antoine de Saint-Exupéry
- Ken Follet
- Fiodor Dostoievski
- José Saramago
- Umberto Eco
- Paulo Coelho
- Michael Crichton
- David Baldacci
- E.L. James
- Joël Dicker
- Haruki Murakami
- Andrea Camilleri
- Ted Chiang
- Peter Handke
- Jane Austen

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What Fiction books to buy?

Central American writers

- Miguel Ángel Asturias
- Manlio Argueta
- Sergio Ramírez
- Carlos Cortés
- Ana Cristina Rossi
- Eduardo Halfon
- Dorelia Barahona
- Gioconda Belli
- Roberto Quesada
- Adolfo Méndez Vides
- Jacinta Escudos
- Elena Salamanca
- Rodrigo Rey Rosa
- Horacio Castellanos Moya

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What Non-Fiction Topics to Buy?

- Self-help
- Parenting
- Sexology
- Finance
- Health
- Philosophy
- Religion (Bibles)
- Psychology
- History
- Business
- Gardening
- Mythology
- Natural medicine (herbs, homeopathic remedies)
- Baby names, heraldry
- Astrology
- Astronomy
- Cooking (with pictures)
- Diet books
- Floral arrangements and crafts
- Beauty
- Dictionaries/grammar books: everything by Real Academia Española, Everest, Océano, Larousse
- Feng Shui

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Relevant Non-Fiction Authors

- Jorge Ramos
- Eckart Tolle
- Carl Sagan
- Eduardo Galeano
- Don Miguel Ruiz
- Walter Riso
- César Lozano
- Carlos Cuauhtémoc Sánchez (FIC / NF)
- Alejandro Rosas
- Gaby Vargas
- Robin Sharma
- Brian Weiss
- Og Mandino
- Carlos Jaramillo
- Viktor Frankl
- Jorge Bucay

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Graphic Novels/Comics in Spanish

Important artists/authors and titles:

- "Germán Oesterheld -- "El Eternauta"
- Paco Roca
- Carlos Giménez
- Maitena
- Quino -- "Mafalda"
- Alejandro Jodorowsky
- Robin Wood
- Gabriel Vargas- "Familia Burrón"
- Translated works also do well.

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Spanish Materials in Electronic Format

- Downloadable Books
 - Overdrive
 - Hoopla
- Audio Books
 - Overdrive
 - Hoopla
- Electronic Magazines
 - Overdrive
- MakeMake-Ebooks in Spanish for children (through Lectorum)

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Which Are the Best Publishers?

Some of them are:

- Fondo de Cultura Económica
- Alfaguara
- Anaya
- Planeta (multiple countries)
- Blume
- Editorial Diana
- LSA
- Ediciones B
- Espasa Calpe
- Seix Barral
- Santillana
- Tusquets
- Harper Collins Español
- Harper Collins Ibérica
- Alianza Editorial
- Trilce Ediciones
- Panúa
- Gedisa
- Everest
- Norma
- Lectorum
- Océano
- Paidós
- Plaza y Janés
- RBA
- Siglo XXI
- Colofón
- Pax México
- Penguin Random House Grupo Editorial
- Panúa
- Debolsillo
- Edelvives
- Grijalbo
- Lumen
- Roca

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Booktubers in Spanish

Most of the Book Tubers review YA books but some include adult titles as well.

- Fa Orazco-México
- AbriendoLibros-Alberto Villarreal-México
- Lewis Rimá-México
- Librero de Valentina-México
- Ensayos de Abril-Abril Karera-México
- El Coleccionista de Mundos- Spain
- Javier Ruescas-Spain
- Kyoko Swords-Colombia
- Crónicas de una merodeadora-Colombia
- Matías G. B.- Argentina
- Anto Romano - Argentina

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Bookstagram in Spanish

- Anita Vela - anitavelaphoto
- Sandra B. Lowerson - lowerson6
- _lectora_
- Recoveco books
- Anny94
- saralectora
- BibianaInBookland
- Chapterbychapter_books
- Entremislibros
- Vamadelecolombia
- Ottelollee
- Sabeapapel
- Queleayo
- La recomendadora de libros

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Where to Buy?

Bookstores	Book Distributors in the US
<ul style="list-style-type: none"> Amazon (Mexico, Spain) Casa del Libro - Spain El Sótano - Mexico FNAC - Spain Norma Comics Tematika - Argentina 	<ul style="list-style-type: none"> Spanish Publishers Latin American Book Source Independent Publishers Group Chulainn Publishing Corp Lectorum Multicultural Books and Videos Chau Luna Lorito Books Libros Centroamericanos Sanfiliana USA (Vista Higher Learning) Cinco Books

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Where to Buy?

- Feria Internacional del Libro de Guadalajara (end of November – beginning of December)**
 - ALA-FIL free pass
- Days for professionals/days for the public
- Some stats (FIL 2019):
 - Attending public: 828,266
 - Publishing houses: 2417
 - Countries represented: 48

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Twitter as a collection development tool

- Publishers
- Authors
- Book tubers
- Bookstores
- People that do reviews: Papá Lector, Lectora Errática
- Cámara del Libro (different countries)

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Promotion of your Spanish Collection

- You are the main selling point!!
- Displays of Spanish materials
- Get in touch with local organizations working with the immigrant community
- Bilingual staff and/or bilingual volunteers
- Children and adult collections side-by-side when possible
- Spread the word in churches, stores, restaurants nearby.
- Marketing funds for ads in newspapers, radio and buses.
- Spanish page/mini website with what's hot titles, book lists, etc.
- Programs at your library along with book displays.
- Social media presence in Spanish

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Challenges of Spanish Collection Development

- Immigration status of your customers (fear, insecurity, distrust)
- Community that doesn't know how the library works.
- Statistics vs. in house use. Patrons put books back on shelves, they don't want to bother the librarian or create more work for them.
- We rely on observation: books worn out, areas of the collection that need constant reshelfing or that need to be organized over and over again but no check outs.
- Not having staff who speak the language and/or reflect the community
- Paper vs. Electronic materials: not enough money for both

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Where to go for help?

- Contact your local Reforma chapter <http://www.reforma.org/>
- Reforma Think Tank on Facebook <https://www.facebook.com/groups/Reformathinktank/>
- World Languages Librarians Facebook Group <https://www.facebook.com/groups/WorldLanguagesLibrarians/>
- Contact other colleagues in libraries with similar or bigger collections than yours.

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